

*** PROPOSED AMENDMENT ***
*** SUBMITTED FOR DISCUSSION PURPOSES ONLY***

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A method for displaying
2 ~~current~~ advertisements on a wireless terminal, wherein
3 said wireless terminal comprises includes a display, the
4 method comprising the steps of:
5 ~~retrieving information comprising advertisement data~~
6 ~~from a device coupled to a server;~~
7 activating performing a wireless terminal activation
8 operation in response to said wireless terminal in
9 ~~response to an external stimulus~~ being activated by
10 a user, said activation operation including
11 executing a program, a portion of time in which said
12 activation operation is performed being down time in
13 which said wireless terminal is not ready for use by
14 said user; and
15 displaying said advertisement data on said
16 terminal's display during at least a portion of said
17 ~~activation step~~ activation time during which said
18 program is executed and during which said wireless
19 terminal is not ready for use by said user.

1 Claim 2 (currently amended): The method of claim 1,
2 wherein said activation operation terminal includes
3 performing a boot up sequence including executing a
4 plurality of programs including at least one program to
5 start the operating system
6 ~~wherein said displaying step is performed during the~~
7 ~~power up operation of said remote terminal is performed~~
8 during a period of downtime lasting at least 15 seconds.

1 Claim 3 (original): The method of claim 2, ~~where said~~
2 ~~external stimulus is~~
3 wherein said displaying step is performed during a
4 period of downtime lasting at least 15 seconds; and
5 wherein said wireless terminal is activated by a
6 user engaging a power switch being engaged.

1 Claim 4 (currently amended): The method of claim 1,
2 wherein said activation operation includes execution
3 of a web browser; and
4 wherein said displaying step is performed during the
5 start up execution of a said web browser during a period
6 of down time in which the web browser is executing before
7 the user can interact on the Internet.

1 Claim 5 (currently amended): The method of claim 4,
2 ~~wherein said external stimulus is data received from a~~
3 ~~keyboard~~ further comprising, prior to performing said
4 step of performing a wireless terminal boot up sequence
5 in response to said wireless terminal being activated:
6 receiving said advertisement data during a previous
7 time during which said wireless terminal was active; and
8 storing said advertisement data in a memory in the
9 wireless terminal for use during a subsequent boot up
10 sequence.

1 Claim 6 (currently amended): The method of claim 4,
2 further comprising:
3 operating said wireless terminal to receive said
4 advertisement data from a set top box during said boot up
5 sequence ~~wherein said external stimulus is data received~~
6 ~~from a computer mouse.~~

1 Claim 7 (original): The method of claim 1, wherein said
2 displaying step is performed during the reactivation of
3 said terminal following an inactive period of said
4 terminal which said terminal's power was on.

1 Claim 8 (original): The method of claim 7, wherein said
2 external stimulus is data received from a keyboard.

1 Claim 9 (original): The method of claim 1, wherein said
2 advertising data is selected for at least one user of
3 said terminal.

1 Claim 10 (original): The method of claim 9, wherein said
2 selected advertisement data is responsive to data
3 indicative of said terminal viewer's Internet usage
4 history.

1 Claim 11 (original): The method of claim 9, wherein said
2 selected advertisement data is responsive to data
3 indicative of said terminal viewer's personalized program
4 menu.

1 Claim 12 (original): The method of claim 9, wherein said
2 selected advertisement data is responsive to data
3 indicative of said terminal viewer's program viewing
4 history.

1 Claim 13 (original): The method of claim 9, wherein said
2 advertising data is responsive to said terminal's usage
3 of functions enabled on said terminal.

*** PROPOSED AMENDMENT ***
*** SUBMITTED FOR DISCUSSION PURPOSES ONLY***

1 Claim 14 (original): The method of claim 1, wherein said
2 advertising data is displayed on at least a second
3 display.

1 Claim 15 (original): The method of claim 1, wherein said
2 advertisement enables the interactive purchase of a
3 product or service described in said advertising data.

1 Claim 16 (original): A system for providing targeted
2 advertisements to a wireless terminal, comprising:
3 a device that receives advertising data from a
4 server computer and transmits said data to a remote
5 terminal; and
6 at least one said remote terminal that displays said
7 received advertising information concurrently;
8 wherein said advertising data is selected for at
9 least one user of said remote terminal.

1 Claim 17 (original): The system of claim 16, wherein
2 said device comprises a set top box.

1 Claim 18 (original): The system of claim 16, wherein
2 said device comprises a satellite.

1 Claim 19 (original): The system of claim 16, wherein
2 said terminal displays said advertising data when said
3 remote terminal's operating system is executing at least
4 one instruction of a program unrelated to said display
5 function.

1 Claim 20 (original): The system of claim 16, further
2 including a means for personalizing said advertisements

*** PROPOSED AMENDMENT ***
*** SUBMITTED FOR DISCUSSION PURPOSES ONLY***

3 responsive to said at least one user's interaction with
4 said remote terminal.

1 Claim 21 (original): A method for enabling targeted
2 advertisements to be displayed on a wireless terminal
3 comprising a display, comprising the steps of:
4 retrieving information comprising advertisement data
5 from a remote device coupled to a server; and
6 displaying said advertisement data on said
7 terminal's display when said terminal's operating
8 system is concurrently executing at least one
9 program instruction;
10 wherein said advertisement data is selected for at
11 least one user of said terminal.

1 Claim 22 (original): The method of claim 21, wherein
2 said displaying step is performed during the power up
3 operation of said remote terminal.

1 Claim 23 (original): The method of claim 21, wherein
2 said displaying step is performed during the start up
3 execution of said web browser.

1 Claim 24 (original): The method of claim 21, wherein
2 said displaying step is performed during the reactivation
3 of said terminal following an inactive period of said
4 terminal while said terminal's power was on.

1 Claim 25 (original): The method of claim 21, wherein
2 said selected advertisement data is responsive to data
3 indicative of said terminal viewer's Internet usage
4 history.

*** PROPOSED AMENDMENT ***
*** SUBMITTED FOR DISCUSSION PURPOSES ONLY***

1 Claim 26 (original): The method of claim 21, wherein
2 said selected advertisement data is responsive to data
3 indicative of said terminal viewer's personalized program
4 menu.

1 Claim 27 (original): The method of claim 21, wherein
2 said selected advertisement data is responsive to data
3 indicative of said terminal viewer's program viewing
4 history.

1 Claim 28 (original): The method of claim 21, wherein
2 said advertising data is responsive to said terminal
3 viewer's usage of functions enabled on said terminal.

1 Claim 29 (original): The method of claim 21, wherein
2 said advertisement enables the interactive purchase of a
3 product or service described in said advertising data.

1 Claim 30 (original): A wireless terminal device
2 comprising:
3 a receiver for receiving advertising data;
4 a processor that selects a portion of said
5 advertising data responsive to at least one user of
6 said device; and
7 a display for displaying said selected advertising
8 data.

1 Claim 31 (original): The device of claim 30, wherein
2 said processor selection is responsive to said at least
3 one user's interaction with said remote terminal.

*** PROPOSED AMENDMENT ***
*** SUBMITTED FOR DISCUSSION PURPOSES ONLY***

1 Claim 32 (original): The device of claim 30, wherein
2 said terminal displays said advertising data when said
3 remote terminal's operating system is executing at least
4 one instruction of a program unrelated to said display
5 function.

1 Claim 33 (original): The device of claim 30, wherein
2 said advertising data is displayed during at least a
3 portion of an activation process in said terminal in
4 response to an external stimuli.